What's a hundred million years old, new for 1975, takes people places, is pickled, wiggles and sells cigarettes like no tomorrow?

Benson & Hedges 100's new sweepstakes.

What's it all about? The same sweeps-'em-in idea as last year. When entries were literally in the millions—with proof of purchase of more than 30 million Benson & Hedges 100's cigarettes.

What's new this year? More of the same thing, with maybe a few better and nuttier prizes. And certainly with a longer list of magazines, adding up to a wild figure of over 200 million reader impressions running throughout November and December. All full-color double-page spreads.

What's in it for you? Just another chance to sell like crazy once you're stocked up on the Benson & Hedges 100's it's all about. Both Regular and Menthol.

*[illegible]

The Profit Makers come from Philip Morris, U.S.A.

00701-00884
100's Sweepstake Trade Ad
U.S. Tobacco Journal-10/31 Pg. 4/C (Float 7 X 10)
Convenience Store News-11/1 Pg. 4/C (Float 7 X 10)
Western Buyers Review-Nov. BC 4/C
Drug Topics-10/21 Jr. Pg. 4/C
Chain Store Age-Nov. Pg. 4/C
Progressive Grocer-Nov. Pg. 4/C
Supermarketing-Nov. Pg. 4/C (Tabloid)
Chain Store Age-Nov. Pg. 4/C
N.Y. State Food Merchants Advocate-Nov. Pg. 4/C
Wells, Rich, Greene, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]
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